



Canadian Association of Tour Operators

EXECUTIVE COMMITTEE MEETING

Tuesday, June 18, 2024

4:30 p.m. – 5:30 p.m.

ZOOM LINK: <https://zoom.us/j/93698756038>

Attendees: Brett Walker Chair, David Green Vic-Chair, Richard Edwards Treasurer, Jean Hébert Executive Director	Absent:
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MINUTES

1. Chair opening remarks.	The Chair called the meeting at 4:30 p.m. and welcomed the attendees. He made no other comments except asking if anyone had any comments or changes to propose on the agenda for today or the minutes of the last meeting. No comments were made.	
2. Agenda approval.	Jean mentioned that the Item “Financial report” was forgotten and will be added and presented at Item 4. Approved unanimously.	
3. Minutes approval. (See document)	Approved unanimously.	
4. Financial Report	Rick tabled an advance copy of the financial report and the Auditor report that will be submitted for approval at the AGM on June 27 th . Some clarifications were asked about the receivables in total and those regarding events as the ETC event that, for some, it was paid in January/ February 2024. CATO’s audit is made by a a review engagement. We’ll look at more efficiency from our firm or look into another firm, it doesn’t need approval at the AGM. Those financial statements will be presented at the AGM for approval. Approved unanimously.	
5. Finalize the AGM agenda	The Executive Director reported on the planning process for the Annual General Meeting scheduled for the 27th. A representative from Tourism Portugal will deliver a presentation on the Alentejo out-of-country meeting. The agenda has already been circulated, and a good attendance is expected. No changes have been made.	
6. Alentejo - Out of country Meeting: Discuss the logistics, fees, program, media presence, etc.	The ED provided an update about the registration, which is slower than expected. A follow up calls will be done in the next days. All the details about the program will come and be known shortly. Dates are from Nov. 9 to 15, this will not change. The Chair mentioned that it is important to know the conditions, costs, and fees. There were mixed opinions about the fee CATO will charge participants. In conclusion, a minimum fee of \$300 will be	

<p>a. Site Inspection</p> <p>b. Responses so far</p>	<p>charged for the couple. An additional company representative will have to pay the full cost in addition to the \$300 CATO administration fee.</p> <p>It is expected that more than one from each company will register, even for only the day of the meeting with the local suppliers.</p> <p>About the media, it will be sensitive to pick one or more over any others. USTOA did not have a media rep., but they promoted their event and the region through a press release. ED recommended to do something by our own means. Many options are considered, for example charging half the cost and CATO absorbs the other half.</p> <p>Finally, ED is asked to investigate that last option.</p> <p>The site inspection trip was impressive in terms of the beauty of the Alentejo region and also in terms of the quality and high level of the people we met, as most were the owners of the facilities we visited.</p>	
<p>7. Membership</p>	<p>ED has updated the committee with the number, which is 16 TO, considering there are still a couple for whom we are waiting for payment</p>	
<p>8. Brief Report from the first IAC (TICO) meeting - Issues to put forward?</p>	<p>ED reported on the first meeting, which was an introduction to each other and a presentation of TICO on many aspects, like their strategic plan, the role of TICO, and other basics about the mission and consumer protection, TICO's primary role. In short, more informative than a discussion on issues related to the industry, which is the role of the Industry Advisory Committee (IAC).</p> <p>The next meeting should be more about real and specific issues the Council wants to address. On that, ED asked for any suggestions that can be brought forward for discussion at the next meeting on the 8th of October.</p> <p>David suggested to use the newsletter to create some discussion around issues that matter to the industry.</p>	
<p>9. June Newsletter – Your Ideas</p>	<p>Expected to go out after the AGM. Any suggestions on topics to be included in the newsletter. The is already committed to prepare his message. Another suggestion is about providing a marketing calendar on topics or events or anything else that can be expected in advance in the future, example issues of safety, sustainability. David will prepare something.</p>	
<p>10. August Social Event</p>	<p>The social event still need to be planned and discussed with partners that we do not have so far. The preference is not to have a person rate. A sponsor is preferable, or CATO can agree with a budget of \$3-4K.</p>	
<p>11. Others</p>	<p>A discussion about ethics and certain unfair marketing strategies in the industry took place on camera</p>	
<p>12. Next meeting</p>	<p>TBC.</p>	